

Message Text

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PAGE 01 SANA 02396 121040Z

11/21

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

----- 105890

R 120722Z JUL 76 CCY MCN

FM AMEMBASSY SANA

TO SECSTATE WASHDC 8531

INFO AMEMBASSY JIDDA

UNCLAS SANA 2396

E.O. 11652 N/A

TAGS: BEXP, YE

SUBJ: FY 1978 USDOC/CAGNE TRADE PROMOTION PROGRAM

REF: A. STATE 136618

B. STATE 170852

1. ALTHOUGH POTNETIAL MARKET FOR AMERICAN GOODS IN YAR PROBABLY DOES NOT WARRANT ANY FULL-SCALE TRADE EVENT, EMBASSY PROPOSES THAT ONE OR TWO CATALOGUE SHOWS IN APPROPRIATE FIELD BE STAGED IN SANA IN FY-78 DRAWING UPON EVENTS WHICH MAY BE SCTIDULED IN JIDDA.
 2. PROPOSED CATABLOGE SHOWS SHOULD HAVE PRODUCT AS OPPOSED TO SERVICE THEME IN ONE OF FOLLOWING AREAS: BUILDING MATERIALS, CONSTRUCTION SUPPLIES AND MATERIALS,FAGRICUTURAL IMPLEMENTS AND MACHINERY, CONSUMER APPLIANCES, VEHICLES AND VEHICLE SPARE PARTS, AND FOODSTUFFS (CANNED AND BULD COMMODITIES). ABOVE AREAS WOULD GENERATE GREAAATEST INTEREST IN LOCAL BUSINESS COMMUNITY.
 3. ANY PROSPECTIVE CATALOGUE SHOW SHOULD BE SUPOLMENTED BY AS MANY FILMS (PREFERABLY IN ARABIC) AND OTHER AUDIO-VISUAL MATERIALS AS POSSIBLE. CATALOGUES AND OTHER PROMOTIONAL MATERIALS SHOUL DBE IN ARABIC OR ARABIC/ENGLISH GIVEN LIMITED ENGLISH LANGUAGE ABILITY OF COMMERCIAL SECTOR HERE. ONLY MAJOR SCHEDULING RESTRICTIONS HERE DURING RAMADAN (JULY-AUGUST 1977), REVOLUTION DAY CELEBRATIONS (SEPT 20-30, 1977), CORRECTIVE MOVEMENT HOLIDAY (JUNE 12-15, 1977) AND ID AL-IDHA
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PAGE 02 SANA 02396 121040Z

RELIGIOUS HOLIDAY (OCTOVER 1977).

4. NO SUPPORTING MARKET RESEARCH INFORMATION WILL BE AVAILABLE
AT POST. SUGGESTED PRODUCT THEMESE BASED ON FREQUENCY OF
COMMERICAL INQUIRIES MADE TO EMBASSY.
RANSOM

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NNN

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